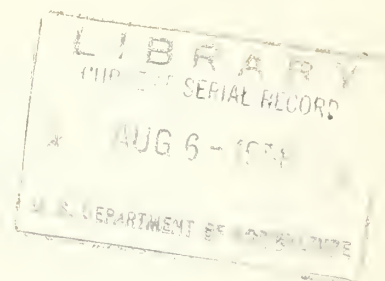


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Household Purchases of



FLUID MILK

NONFAT DRY MILK

BUTTER

MARGARINE

*by Family
Characteristics*

**APRIL - SEPT. 1957
WITH COMPARISONS**

**UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE WASHINGTON, D.C.
HPD-58**

JULY 1958

PREFACE

This report summarizes data on household purchases of fluid milk, nonfat dry milk, butter, and margarine during the 6-month period April-September 1957, with comparisons. This supplements the series of monthly reports which indicate for the United States the current movement of the specified products into household channels and quarterly reports which give breakdowns by regions and retail sales outlets.

The data presented herein were obtained from the National Consumer Panel of the Market Research Corporation of America under contract to the U. S. Department of Agriculture. This work is financed by the U. S. Department of Agriculture and by the dairy industry through the American Dairy Association under terms of a cooperative project. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA Title II).

The data are based on weekly reports from a representative nationwide sample of approximately 6,000 families. Data on butter and margarine prior to April 1954 were based on a sample of about 4,300 families and were statistically adjusted to the level reported from the 6,000 family sample.

The estimates in this report are based on purchases for consumption by household consumers and do not reflect volume purchased by restaurants, hotels, hospitals, or other institutional outlets.

This report was prepared in the Market Development Branch, Marketing Research Division of the Agricultural Marketing Service.

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HOUSEHOLD PURCHASES OF FLUID MILK, NONFAT DRY MILK, BUTTER, AND MARGARINE,
APRIL-SEPTEMBER 1957, WITH COMPARISONS BY FAMILY CHARACTERISTICS,
REGIONS, AND SIZE OF COMMUNITY

: The data in this report are based on estimates of purchases :
: by household consumers only. The data do not include purchases :
: for or by restaurants, hotels, hospitals, or other institutional :
: outlets. Data are for 6-month periods (26 weeks). :

This report presents household purchase data for fluid milk (whole and skim), nonfat dry milk, butter, and margarine on the basis of certain family characteristics and by regions and community size. Data on household purchases of fluid milk are available for the 6-month periods of April-September 1954, 1956, and 1957; and for nonfat dry milk, April-September of 1954, 1955, and 1957. For butter and margarine, data are presented for April-September of 1947 and 1953 through 1957 (except that margarine data were not obtained for 1956).

This report is intended to provide the dairy industry with information on changes in the patterns of household consumption for the specified products by family characteristics such as income, education, occupation, age of housewife, presence of children, size of family, and place of residence. Particular emphasis is placed on per capita purchase rates for the several commodities. Additional comments relating to the percentage of families buying, prices paid, and frequency and average size of purchase per buying family are included.

FLUID MILK

Total: On a per capita basis, United States householders purchased 3 percent more fluid milk (whole and skim) in April-September 1957 than in the same 1956 period. Increased buying of whole milk accounted for most of the gain; whole milk comprised 94 percent of fluid milk purchased. Percentagewise, principal increases occurred in farming communities and in the South, areas where buying rates were at relatively low levels.

Fluid whole milk: In mid-1957, families which led in per person buying of whole milk were likely to have at least some of the following characteristics: upper-middle income, a college educated family head engaged at the professional or executive occupational level, children of pre-school age, young housewife, 4 or 5 members, and residence in a large city in the Northeast. Upper-middle-income families bought the equivalent of nearly 52 quarts per person in April-September 1957, about 2 quarts per person more than high-income households and over 19 quarts more than low-income families. Families with young children (under 6 years) bought the equivalent of 58 quarts of whole milk per capita; the next highest purchase rate was for families with children of 6-12 years, who bought about 6 quarts less per person.

Families in the high, upper middle, and lower middle income groups reported gains of 3 to 4 percent in their per capita purchases of fluid whole milk in April-September 1957 over 1956, while low-income households indicated no change

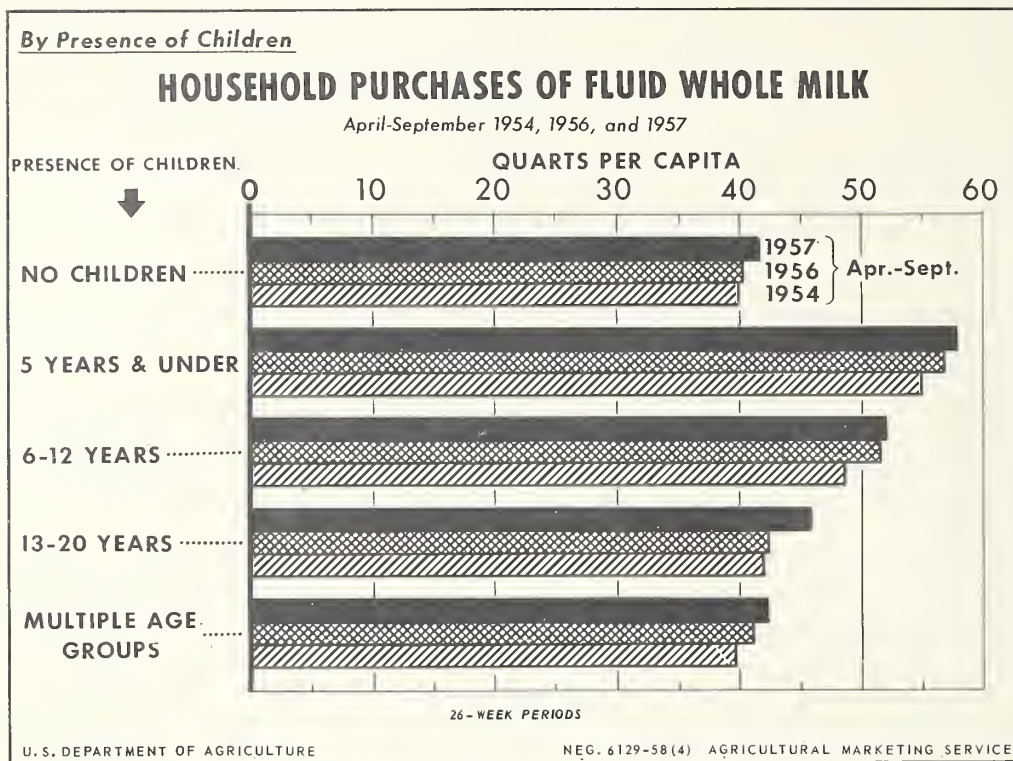


Figure 1

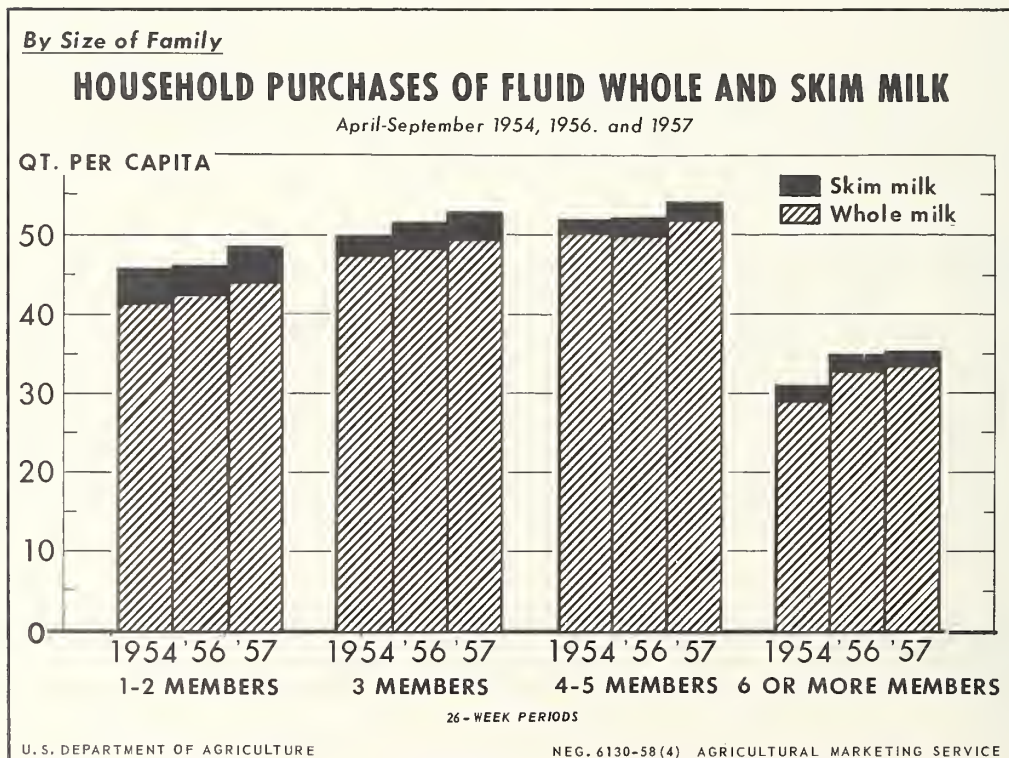


Figure 2

from their 1956 purchase rate. The per capita purchase rate among low-income families was about two-thirds that shown for other householders during the 6-month period (table 1).

Increases of nearly 4 percent from April-September 1956 to the same period in 1957 were indicated in per capita purchases of whole milk among families whose heads had some college or grammar-school education. Little change was shown in the purchase rate among households having a high-school-trained family head. Highest per capita buying of whole milk has been associated with households headed by college educated persons; such households have, since April-September 1954, purchased half to two-thirds more milk per capita than families with a grammar-school-trained head.

By occupation, those households headed by farmers reflected the heaviest gain in per person buying of fluid whole milk--up 11 percent. However, such households purchased per capita only a fifth of the quantity bought by family units whose head was in a professional or executive capacity. The farm family's purchase rate does not reflect consumption of home-produced milk. Families headed by breadwinners in the clerical-sales-service, crafts-foreman, or "unclassified" (including many retirees) occupational groups increased their per capita purchases in 1957 by 3 percent over April-September 1956.

In 1957, households with children 13-20 years of age reported an 8-percent gain over 1956 in per capita purchases of whole milk. Increases of 2 to 3 percent were indicated in families with children in multiple age groups and of pre-school age, and in households without children.

By age of homemaker, all families showed slight rises in per capita purchase rates.

In households having 1 or 2 members and those of 4-5 members, per capita purchases of whole milk in 1957 were more than 4 percent above the April-September 1956 rate. Smaller gains occurred among large families and 3-member units.

Although relatively large percentage increases in per capita whole milk purchases occurred in farm communities between April-September 1956 and 1957, the purchase rate was the lowest reported for any size of community. Average purchases totaled 12 quarts per person in farming communities in April-September 1957 compared with a range of 40 to 58 quarts per person in more populous areas. For each of the 6-month periods for which data are available, per capita purchases of whole milk have varied directly with size of community. Minor gains were reported in 1957 in the purchase rates in all except farm communities where the gain was relatively large (table 2).

Fluid skim milk: Consumers purchase relatively small quantities of fluid skim items for home consumption; in April-September 1957, per capita purchases of skim milk items totaled less than 3 quarts as contrasted to 45 quarts of whole milk. Nationally, per capita purchases were up about 3 percent from April-September 1956, with the principal gain occurring in the Mountain-Southwest area.

In mid-1957, per capita purchases of skim milk varied directly with the level of family income in spite of an 11 percent increase from April-September 1956 in the purchase rate among low-income families and a 4 percent decrease in per capita purchases among lower-middle-income households. Modest increases from a year earlier were registered by both high and upper-middle-income families in their per capita skim milk buying (table 1).

Families headed by college-trained individuals were among the heaviest buyers of fluid skim milk, over 4 quarts per person in April-September 1957. Their 1957 purchase rate represented a rise of 16 percent from a year earlier. Households for which the head had no more than a grammar-school education increased their per capita purchases of skim milk about 6 percent, but the purchase rate was off 8 percent where a high-school-trained person was the family head.

Families whose head occupied either a professional or executive position had the highest per capita skim milk purchases. Per capita purchases in households headed by professionals or executives scored a 9-percent gain in April-September 1957 contrasted to a 4-percent loss in households where the breadwinner was in a clerical, sales, or service activity. Families of farmers showed a 12-percent decline per capita and their purchase rate was only a fourth of the average of other families.

Families with teenage children reported the greatest drop in the skim milk purchase rate, 21 percent. From April-September 1956 to the corresponding 1957 period, per capita purchases fell from 3.1 to 2.4 quarts. The purchase rate also declined, about 5 percent, among families with children of elementary-school age. Sharp gains, 18 and 11 percent, respectively, were indicated in those families with pre-school age youngsters and in households without children. Families having children in more than one age group purchased about half as much skim milk per person as households without children in April-September 1957.

Families with older housewives purchased about the same quantity of fluid skim items in April-September 1957 as in 1956, while households with younger homemakers (under 45 years) increased their per capita buying 5 to 6 percent. However, younger homemakers' families bought only two-thirds as much skim milk on a per capita basis as their older counterparts.

Per capita purchases of fluid skim milk among small families rose 14 percent but declined 11 percent among large families. Relatively little change occurred between 1956 and 1957 in households containing 3, 4, or 5 members. The purchase rate among small households was about $2\frac{1}{2}$ times greater than in large families (over 5 members).

NONFAT DRY MILK

United States household consumers purchased virtually the same quantity of nonfat dry milk per capita in April-September 1957 as in 1955. Declines in the purchase rate of 4 and 8 percent in the Northeast and Pacific, respectively, were

offset by gains averaging 7 percent in the North Central and Mountain-Southwest regions (table 6). (Monthly purchase data show a substantial upsurge in total household buying in October 1957-March 1958, a period not covered in this report.)

The family characteristics pattern relating to household purchases of nonfat dry milk points to retirees as a class of relatively high consumers of this product. In April-September 1957, families whose head was unclassified as to occupation (but including many retired persons) were by far the heaviest buyers of nonfat dry milk on a per capita basis (table 5). The purchase rate among this group was more than double the United States average in the 6-month period. The "unclassified" (as to occupation) households not only had the highest purchase rate but also bought a larger quantity at more frequent intervals than other types of families. Furthermore, the proportion of families buying nonfat dry milk was highest in the "unclassified" group (table 7).

Highest per capita purchases of nonfat dry milk by other characteristics were found in small families, families with no children, in those with older housewives, and where the family head was college trained. Low-income families purchased nonfat dry milk at a higher rate than families at other income levels.

Based on family income, little or no change occurred in per capita buying of nonfat dry milk from April-September 1955 to 1957. Low-income families' purchases were about 43 percent higher in mid-year 1957 than the rate among the highest-income households.

Families headed by a high-school-educated individual purchased 8 percent less nonfat dry milk in April-September 1957 than 2 years earlier, while a slight gain was recorded in the purchase rate among households with a grammar-school-trained breadwinner. Where the family head had college training, practically no change took place in per capita buying. The latter families purchased over 60 percent more nonfat dry milk on a per person basis than the average of other households in the group.

In households unclassified as to occupation of head, per capita purchases of nonfat dry milk rose 3 percent from April-September 1955 to 1957. The 34-percent gain recorded among farmers' families was tempered by the fact that their purchase rate was less than one-third that of "unclassified" families. Losses of 6 to 13 percent in per capita purchases of nonfat dry milk were registered in all remaining employment classes of family heads except those in which the provider was in clerical, sales, or service work.

Families having no children bought roughly twice as much nonfat dry milk per person in mid-1957 as families with children, but the buying rate reflected little change from mid-1955. Purchases rose more than a fourth in households with teenagers, but where youngsters of elementary school age were present the purchase rate dropped 11 percent.

Changes in per capita purchases from 1955, on the basis of family size, were of a minor nature. However, there was a slight drop in small households where the purchase rate was still more than double the average among families of 3 or more members.

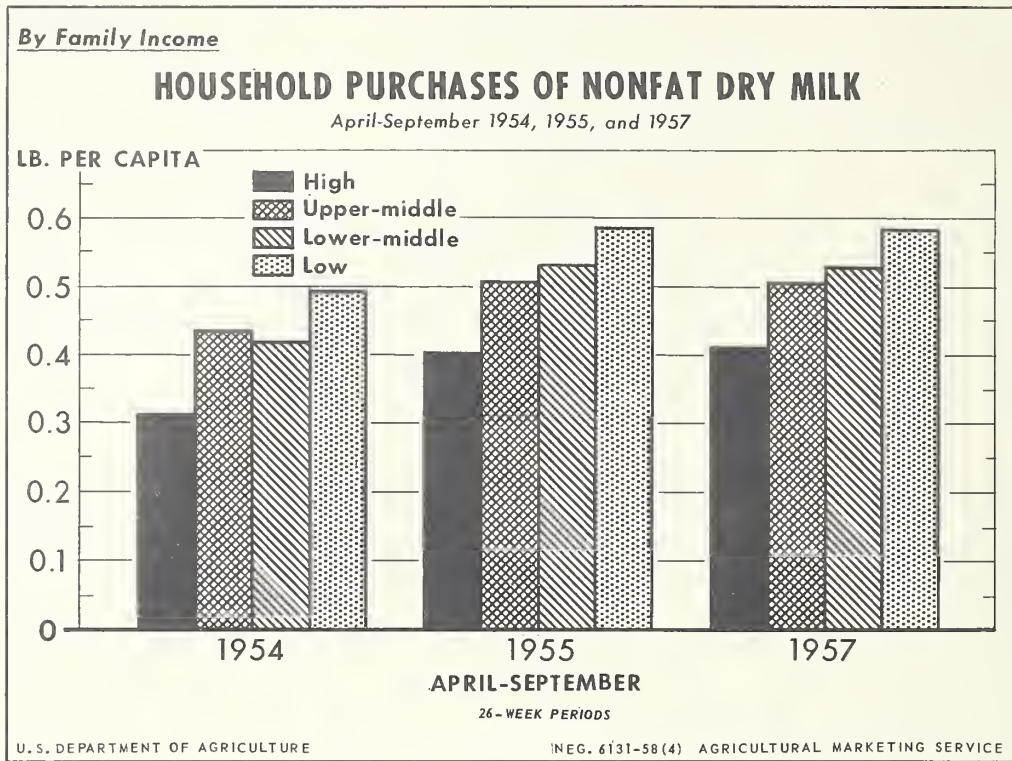


Figure 3

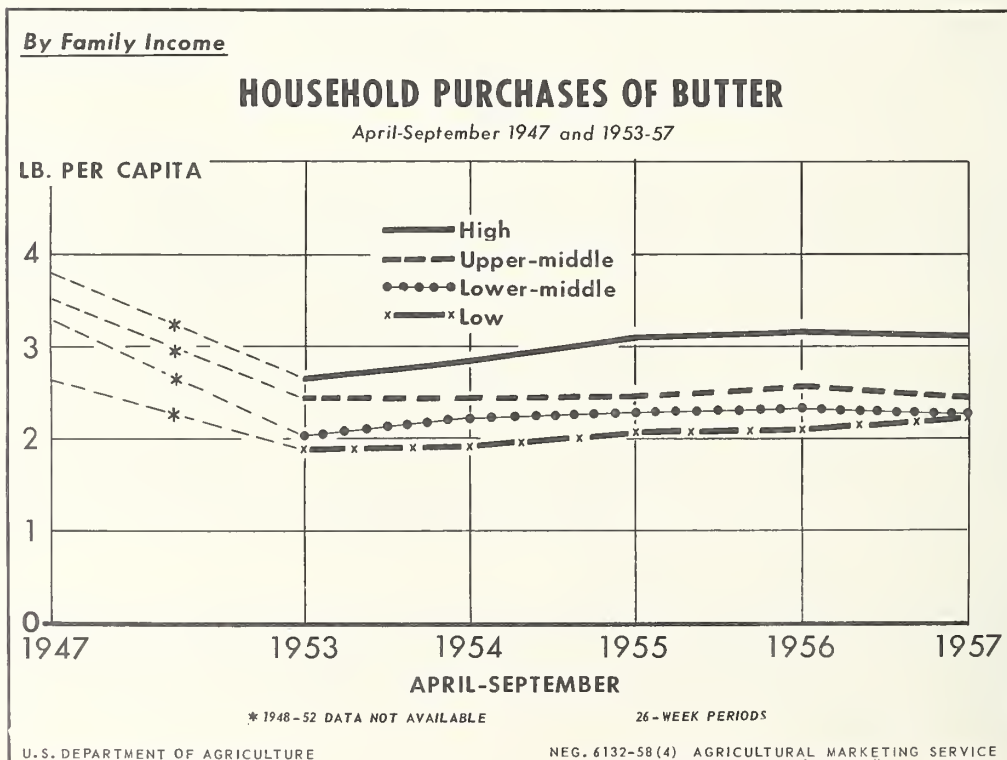


Figure 4

In families where the housewife was under 35 years of age, per capita purchases declined 10 percent over the 2-year span. The purchase rate also declined in homes where the housewife was in the 35-44 years age group. In contrast, where the homemaker was at least 45, purchases per person rose 5 percent.

BUTTER

On a per capita basis, butter purchases for home use in April-September 1957 were almost at the level of a year earlier. The best markets for butter in mid-1957 were among small families, those with no children, or those in the North Central States. Families having one or more of such characteristics bought approximately $3 \frac{2}{3}$ pounds of butter per person during the period. Other strong butter markets, where the purchase rate exceeded 3 pounds, were in households in the Northeast, in large cities, in families where the housewife was at least 45 years of age, and where family income was at a high level.

Southern households purchased less than three-fourths pound of butter per person in April-September 1957; in the Mountain-Southwest the purchase rate approximated 1 pound (table 10). Large families, and families with children in more than one age group, living in rural communities, or with young homemakers also provided relatively weak butter markets. In these areas, purchases amounted to less than 2 pounds per person in the 6-month period.

The purchase rate for butter has, in each April-September period for which data are available, been highest in upper-income households. Low-income families, for example, have bought about two-thirds as much butter per capita, on the average, as homes in a high-income status. For the one-fourth of the Nation's families having the lowest income, nevertheless, per capita purchases of butter in mid-1957 rose 6 percent from a year earlier. Minor declines in the purchase rate occurred in families at other income levels (table 9).

The education of the breadwinner appears to have had little bearing on his family's butter purchase rate. Since April-September 1953, highest per capita purchases during the mid-year period have been recorded twice by families headed by grammar-school-trained individuals, once (in 1957) by those where some high-school education was reported, and twice in households supported by a person with college background. The 1957 purchase rate among families headed by individuals having secondary-school training increased slightly from 1956, but other households in this group reduced their purchases by 3 percent.

The principal changes occurring in the group categorized by occupation of family head were a 3-percent decline in the purchase rate among professional and executive people and a 4-percent gain among families of clerks, sales and service people. Both types of families consumed butter at a high rate--about 2.8 pounds per person in the 6-month period.

In families having children in the 6-12 year age bracket per capita purchases dropped 4 percent from mid-1956. Changes in purchase rates among other families on the basis of presence of children were restricted to 2 percent

or less. Households having no children bought 3.6 pounds of butter per person, a much higher rate than other families in this group.

A high butter purchase rate has been associated with households in which the homemaker is at least 45 years of age. Young housewives' families purchased about half as much butter per person as the families of their older (over 45) counterparts. The mid-1957 purchase rate in these two family classes declined slightly from a year earlier.

Per capita purchases of butter have shown sharp declines with increases in family size. For example, among small families, the purchase rate in mid-1957 was 3.7 pounds; in 3-member families, 2.9 pounds, families with 4-5 members, 2.3 pounds, and in larger households, only 1.3 pounds. Large families increased their per capita buying 6 percent from 1956 while in 3-member households, the 1957 rate reflected a 7-percent loss.

MARGARINE

Nearly 4 out of 5 U. S. families made one purchase or more of margarine for home use in April-September 1957 (table 19).

Families headed by a person whose occupation was "unclassified" in this survey (including retired persons) were, by far, the highest margarine users in mid-1957. Those families bought, on a per capita basis, 5.8 pounds of margarine during the 6-month period; small families and households without children averaged about 5 pounds per person. Other strong margarine markets in April-September 1957 were found among families living in small communities, in the Pacific States, and where the homemaker was at least 45 years of age.

Weak markets for margarine, per capita basis, existed in households headed by farmers, and in families with young children. In these families purchases of margarine did not exceed 2.7 pounds per person. A low purchase rate, 2.9 pounds, also prevailed in large families, among households in farming communities, and in homes with young housewives.

Low per capita purchase rates in some cases, however, were accompanied by heavy margarine purchases per buying family. For example, families of farmers, having the lowest purchase rate of the group categorized by occupation and the lowest proportion of buying families, purchased more margarine per buying family than others in the occupational classification. Large families buying margarine obtained more of this product per household than other sizes of family in mid-1957 despite a low purchase rate among all large families (table 21).

U. S. householders purchased about 3 percent more margarine nationally in April-September 1957 than 2 years earlier on a per capita basis. The purchase rate in mid-1957 rose as family income declined. High-income families bought 3.4 pounds of margarine per person compared with 4.1 pounds in low-income households. Slightly higher than 1955 purchase rates were reported by all but high-income families in mid-1957. The volume of margarine purchased per buying family was smallest among low-income households despite their high per capita purchase rate.

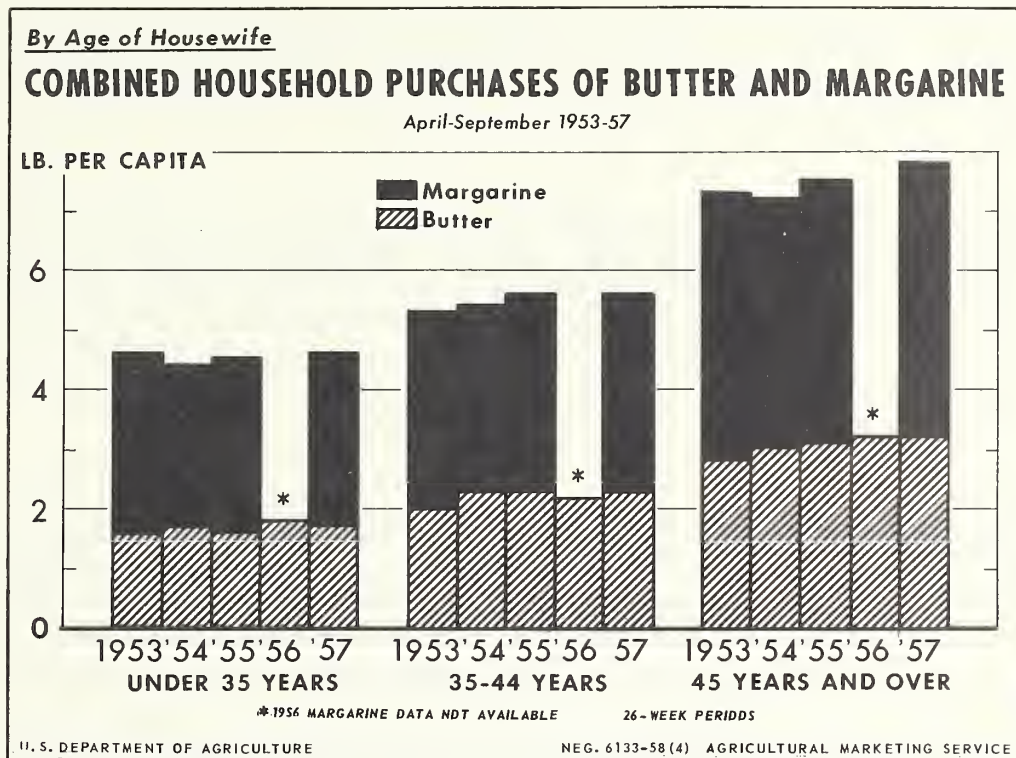


Figure 5

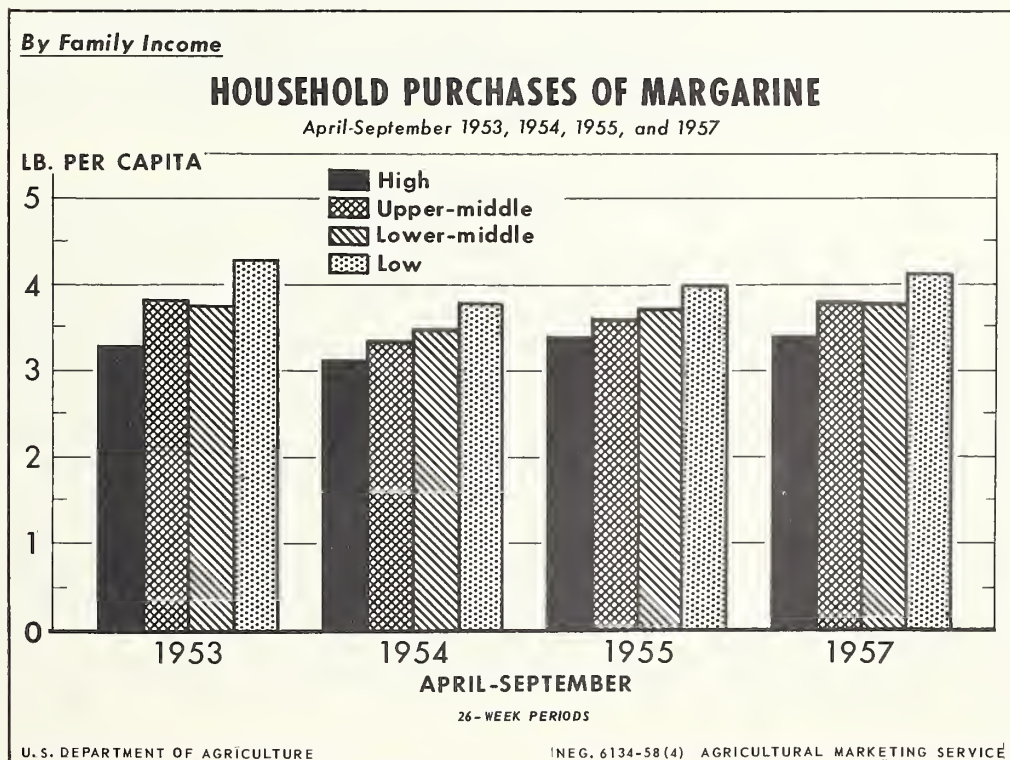


Figure 6

During April-September 1957, families whose head received some high school education purchased 4.1 pounds of margarine per person, about half a pound higher than the average rate in other households. The higher purchase rate reflected a 5-percent gain from mid-1955, while in other households little or no change occurred.

The lowest and highest per capita margarine purchase rates for any characteristic were reported in households classified by occupation of family head. Farmers' families bought 2.6 pounds of margarine per person in April-September 1957 contrasted to 5.8 pounds for families in the "unclassified" category. The average purchase rate for other households was about 3.6 pounds for the period. Families headed by retired or otherwise unclassified individuals upped their purchases per person by 13 percent from 1955, while in households where the head was in clerical, sales, or service work, a 12-percent drop took place.

Per capita purchases of margarine appeared to rise with increases in the average age of the members of the household. Households with young children (under 6 years) bought about 2.7 pounds per person; those with teenagers, 4.1 pounds; those with no children, 5.0 pounds. The principal change in the purchase rate from April-September 1955 to 1957 occurred among families with school-age children. Margarine buying rose about 7 percent per person in this group.

In mid-1957, margarine buying rates declined as family size increased, but rose with age of homemaker. Among families with older housewives, purchases averaged about 4.6 pounds per person in the 6 months, 38 percent higher than in homes where the housewife was in the 35-44 years age bracket, and 62 percent higher than in families of young homemakers. In small households, per capita buying of margarine exceeded 5 pounds in this period, compared with 4 pounds in 3-member families and approximately 3 pounds in larger families. The purchase rate rose 4 to 6 percent from mid-1955 in families where older housewives resided, in families with 3 members, and in large families.

BUTTER AND MARGARINE COMBINED

Consumption of table spreads in the home, as measured by combined per capita purchases of butter and margarine, was heaviest in small households (less than 3 members), in families without children, or where the family head was retired or not classified by occupation in this survey. Families fitting any of these descriptions in April-September 1957 bought no less than $8\frac{1}{2}$ pounds of table spreads per person. Families with older housewives and those living in the North Central, Pacific, and Northeastern States had purchase rates averaging between 7 and 8 pounds (tables 17 and 18).

Customers having the lowest consumption levels for table spreads, on a per capita basis, were: (1) Large families, (2) those living in the South, (3) those on farms, (4) those with young housewives, or (5) those with children in more than one age group. Households falling within any of these categories purchased between 4 and 5 pounds of table spreads per person in the 6 months covering mid-1957.

The major gains in purchase rates from April-September 1955 occurred among families in farm communities, where the family head was retired or otherwise unclassified as to employment, and where children were in the teenage group (13-20 years). Those households reported per capita gains of 7 to 12 percent in buying of table spreads. The principal loss occurred among families in the Pacific States where the purchase rate declined 5 percent.

On a combined basis, per capita purchases of butter and margarine in mid-1957 declined as family size increased, rose with age of homemaker and with average age of the family members. Although high-income families reported highest purchase rates, low-income families bought nearly as large a quantity of table spreads.

NOTES ON TABLES

The tables contained in this report give data breakdowns by regions, size of community, and selected family characteristics. These data represent purchases for household use only, and do not reflect purchases for or by hotels, restaurants, hospitals, or other institutions. The data cover 6-month periods, April-September, in the years shown, in order to permit comparisons between periods of equal length and during the same seasons of the year.

The 5 regional areas are defined as follows: NORTHEAST--New England, Middle Atlantic States, and District of Columbia; NORTH CENTRAL--Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, North and South Dakota, Iowa, Missouri, Nebraska, and Kansas; SOUTH--Virginia, West Virginia, North and South Carolina, Georgia, Florida, Alabama, Mississippi, Kentucky, Tennessee, Arkansas, and Louisiana; MOUNTAIN-SOUTHWEST--Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico, Oklahoma, and Texas; and PACIFIC--Washington, Oregon, and California. The approximate 1957 distribution of U. S. households by regions is as follows: Northeast, 28 percent; North Central, 29 percent; South, 21 percent; Mountain-Southwest, 10 percent; and Pacific, 12 percent.

The "family income" classification used in this report was based on a division of family income into four quartiles in each community size within regions. For example, in the North Central region all farm families were divided into four groups. In turn, the families in each of the other city size classifications in the region were divided into four groups. All of the families in the highest income quartiles were then combined to form the "upper income group." Those in the next highest quartile formed the "upper middle income group," etc. In the classification "size of community" the total population of metropolitan areas were used rather than population within corporate city limits. The "average volume of purchases per buying family" was calculated by dividing total purchases of each product during the 6-month period by the total number of families making purchases at any time during the period. On the other hand, "volume of purchases per 1,000 capita" were computed by dividing total purchases by the total number of persons in the category irrespective of whether or not purchases were made by the family of which they were members.

This issue publishes revised 1955 data for the classification "occupation of family head."

Table 1.--Fluid milk: Household purchases per capita in quart equivalents, by family characteristics, April-September 1954, 1956, and 1957

Family characteristics	Fluid milk			Fluid whole milk			Fluid skim milk		
	1954	1956	1957	1954	1956	1957	1954	1956	1957
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Family income:									
Upper.....	46.3	51.1	53.0	43.5	48.0	49.8	2.8	3.1	3.2
Upper middle.....	50.2	52.1	54.4	47.8	49.5	51.6	2.3	2.6	2.7
Lower middle.....	46.5	46.7	48.1	44.4	44.0	45.5	2.1	2.7	2.6
Lower.....	37.2	34.5	34.8	35.0	32.3	32.3	2.2	2.2	2.4
Education of family head:									
Grammar school.....	34.8	36.8	38.2	32.8	34.6	35.9	2.0	2.2	2.3
Some high school.....	52.2	53.9	53.0	49.8	51.0	50.5	2.5	2.8	2.6
Some college.....	57.9	57.0	59.5	54.9	53.4	55.3	3.0	3.6	4.2
Occupation of family head:									
Professional, executive.....	58.4	60.0	60.7	55.3	56.2	56.5	3.2	3.8	4.2
Clerical, sales, service.....	56.4	56.2	57.5	53.6	52.7	54.1	2.8	3.6	3.4
Craftsman, foreman.....	52.7	55.6	57.3	50.1	53.0	54.6	2.5	2.6	2.7
Laborers, operative.....	42.7	44.6	44.9	40.7	42.3	42.7	2.0	2.3	2.3
Farmer.....	9.8	11.7	12.8	9.1	10.8	12.0	1.0	.9	.8
Unclassified.....	36.6	39.3	40.4	33.4	36.3	37.4	3.1	3.0	3.0
Presence of children:									
No children.....	43.6	43.8	45.6	40.0	40.3	41.6	3.6	3.5	3.9
5 years and under.....	56.9	59.2	61.0	55.0	56.7	58.0	1.9	2.5	3.0
6-12 years.....	50.7	53.8	54.2	48.6	51.6	52.1	2.0	2.2	2.1
13-20 years.....	44.6	45.5	48.2	42.0	42.4	45.8	2.6	3.0	2.4
Multiple age groups.....	41.2	43.1	44.3	39.7	41.1	42.3	1.5	2.0	2.0
Age of housewife:									
Under 35 years.....	47.6	50.8	52.1	45.8	48.6	49.8	1.8	2.2	2.3
35-44 years.....	47.2	46.4	48.2	45.3	44.4	46.0	1.9	2.0	2.2
45 years and over.....	41.4	43.4	44.8	38.2	40.0	41.5	3.1	3.3	3.4
Size of family:									
1 and 2 members.....	45.3	45.9	48.2	41.4	42.2	43.9	4.0	3.8	4.3
3 members.....	49.8	51.1	52.4	47.5	48.2	49.4	2.3	2.9	2.9
4 and 5 members.....	51.8	52.0	54.0	50.0	49.9	51.8	1.8	2.2	2.3
6 or more members.....	30.6	34.5	35.1	29.0	32.6	33.4	1.5	1.9	1.7

Table 2.--Fluid milk: Household purchases per capita in quart equivalents, by place of residence, April-September 1954, 1956, and 1957

Place of residence	Fluid milk			Fluid whole milk			Fluid skim milk		
	1954	1956	1957	1954	1956	1957	1954	1956	1957
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
United States.....	45.0	46.3	47.8	42.7	43.7	45.1	2.3	2.7	2.7
Region:									
Northeast.....	57.8	57.9	59.1	56.0	56.0	57.2	1.2	1.9	1.9
South.....	23.5	24.6	26.4	21.4	22.1	23.9	2.1	2.5	2.5
North Central.....	50.4	52.5	53.6	48.1	49.7	50.8	2.3	2.8	2.9
Mountain-Southwest.....	37.5	40.9	41.9	35.2	38.2	39.0	2.4	2.7	3.0
Pacific.....	54.4	54.9	57.2	50.1	50.1	52.3	4.3	4.8	4.9
Size of community:									
Farm.....	8.9	11.6	13.5	8.4	10.6	12.4	1.0	1.0	1.1
Under 2,500.....	38.0	41.3	41.7	36.0	39.2	39.5	1.9	2.0	2.3
2,500 to 50,000.....	48.4	47.4	48.0	46.0	44.5	45.2	2.5	2.9	2.9
50,000 to 500,000.....	49.6	52.4	53.8	46.4	48.9	50.5	3.2	3.5	3.3
500,000 and over.....	59.8	59.5	60.8	57.2	56.6	57.7	2.6	2.9	3.1

Table 3.--Fluid whole milk: Average price paid by householders per quart equivalent, by place of residence, 13-week periods, 1954, 1956, and 1957 1/

Place of residence	Average price paid					
	April-June			July-September		
	1954	1956	1957	1954	1956	1957
	Cents	Cents	Cents	Cents	Cents	Cents
United States.....	21.7	22.3	22.9	22.0	22.7	23.2
Region:						
Northeast.....	23.2	23.5	24.7	23.8	24.1	25.2
North Central.....	19.5	20.6	20.7	19.7	20.8	20.9
South.....	23.6	24.1	24.5	23.5	24.4	24.6
Mountain-Southwest.....	22.2	22.8	23.2	22.4	23.4	23.4
Pacific.....	21.0	20.9	21.8	20.9	21.1	21.9

1/ Data from quarterly reports in this series.

Table 4.--Fluid skim milk: Average price paid by householders per quart equivalent, by place of residence, 13-week periods, 1954, 1956, and 1957 1/

Place of residence	Average price paid					
	April-June			July-September		
	1954	1956	1957	1954	1956	1957
	Cents	Cents	Cents	Cents	Cents	Cents
United States.....	18.5	18.5	19.0	18.9	18.8	19.0
Region:						
Northeast.....	20.1	19.6	20.7	20.8	20.3	21.3
North Central.....	18.5	19.4	19.5	18.6	19.6	19.4
South.....	18.7	18.8	19.4	18.2	19.2	19.1
Mountain-Southwest.....	18.7	19.2	19.5	19.4	19.3	19.4
Pacific.....	16.4	15.0	15.5	17.3	15.1	15.7

1/ Data from quarterly reports in this series.

Table 5.--Nonfat dry milk: Household purchases and average price paid, by family characteristics, April-September 1954, 1955, and 1957

Family characteristics	Purchases per 1,000 capita			Average price paid					
				Per equivalent pound			Per actual pound		
	1954	1955	1957	1954	1955	1957	1954	1955	1957
	Pounds	Pounds	Pounds	Cents	Cents	Cents	Cents	Cents	Cents
Family income:									
Upper.....	312	401	407	36.6	39.4	40.7	34.2	35.0	38.5
Upper middle.....	434	504	502	36.7	38.7	40.0	35.4	35.2	37.2
Lower middle.....	417	531	528	36.9	39.7	41.4	34.2	35.6	37.1
Lower.....	492	589	583	37.5	40.0	41.1	36.2	35.6	38.5
Education of family head:									
Grammar school.....	380	412	433	37.0	39.9	41.5	35.3	35.1	36.9
Some high school.....	420	524	483	37.4	39.9	40.9	35.5	36.2	38.7
Some college.....	492	735	731	36.0	38.0	39.7	34.1	34.6	37.8
Occupation of family head:									
Professional, executive.....	486	664	579	36.6	37.8	39.4	34.4	34.1	36.4
Clerical, sales, service.....	426	566	582	36.9	40.6	41.4	33.8	36.7	39.5
Craftsman, foreman.....	376	386	359	36.5	39.9	41.3	35.0	34.9	37.5
Laborers, operative.....	370	424	400	37.3	39.1	41.4	35.8	35.1	38.0
Farmer.....	274	251	337	38.5	42.1	41.3	37.2	38.6	38.0
Unclassified.....	770	1,001	1,026	36.6	39.6	40.6	35.3	35.8	37.5
Presence of children:									
No children.....	644	816	804	36.8	39.8	41.1	35.4	35.6	37.9
5 years and under.....	284	323	338	37.3	39.0	39.6	34.4	35.6	34.8
6-12 years.....	339	412	367	37.6	39.0	41.4	34.4	32.8	37.8
13-20 years.....	394	392	498	37.1	39.5	40.6	35.7	35.0	36.0
Multiple age groups.....	300	363	347	36.9	39.2	40.6	34.8	35.9	39.0
Age of housewife:									
Under 35 years.....	290	375	338	36.9	38.4	40.3	34.5	34.5	38.3
35-44 years.....	359	394	372	37.5	40.2	40.9	35.6	36.3	38.1
45 years and over.....	555	665	697	36.7	39.6	40.9	35.1	35.3	37.5
Size of family:									
1 and 2 members.....	693	911	892	36.6	39.8	41.2	35.1	35.4	37.7
3 members.....	435	466	459	36.9	39.1	40.5	34.9	34.8	36.2
4 and 5 members.....	271	348	350	38.2	39.5	40.9	35.9	35.7	38.4
6 or more members.....	324	364	371	36.3	39.1	40.2	34.4	35.4	39.1

Table 6.--Nonfat dry milk: Household purchases and average price paid, by place of residence, April-September 1954, 1955, and 1957

Place of residence	Purchases per 1,000 capita			Average price paid					
				Per equivalent pound			Per actual pound		
	1954	1955	1957	1954	1955	1957	1954	1955	1957
	Pounds	Pounds	Pounds	Cents	Cents	Cents	Cents	Cents	Cents
United States.....	414	505	503	37.0	39.5	40.8	35.1	35.4	37.8
Region:									
Northeast.....	378	483	464	35.5	38.7	41.9	33.6	34.3	37.1
South.....	515	617	608	37.9	39.8	40.4	35.9	35.8	37.7
North Central.....	252	361	384	37.0	41.3	41.6	34.4	36.1	38.9
Mountain-Southwest.....	590	512	549	38.7	38.7	39.1	36.6	35.5	36.8
Pacific.....	544	700	644	36.6	38.3	39.8	36.6	35.1	36.8
Size of community:									
Farm.....	266	313	434	39.2	41.0	41.7	38.2	36.4	38.7
Under 2,500.....	507	539	622	38.4	41.2	42.5	36.6	36.9	39.3
2,500 to 50,000.....	478	604	584	36.4	39.4	39.6	34.3	34.9	35.6
50,000 to 500,000.....	500	622	538	36.4	39.2	39.6	34.2	35.1	37.0
500,000 and over.....	345	444	416	36.1	38.4	41.3	34.2	34.7	38.5

Table 7.--Nonfat dry milk: Percentage of families buying, frequency of purchase, and volume per buying family, by family characteristics, April-September 1954, 1955, and 1957

Family characteristics	Percentage of all families buying			Purchases per buying family					
				Number			Volume		
	1954	1955	1957	1954	1955	1957	1954	1955	1957
	Percent	Percent	Percent	Number	Number	Number	Pounds	Pounds	Pounds
Family income:									
Upper.....	20.3	26.3	24.3	3.9	4.3	3.7	5.6	5.4	6.1
Upper middle.....	22.9	27.1	28.0	4.4	4.6	4.0	6.7	6.7	6.4
Lower middle.....	26.7	31.3	28.0	4.0	4.8	4.7	5.3	5.9	6.4
Lower.....	26.3	28.5	25.7	4.0	5.0	4.6	5.2	5.8	6.2
Education of family head:									
Grammar school.....	22.9	25.6	28.4	4.4	4.8	3.8	5.6	5.4	5.1
Some high school.....	23.8	29.7	23.2	4.1	4.6	4.6	5.9	5.9	7.0
Some college.....	28.4	33.0	30.3	3.4	4.5	4.4	5.4	7.0	7.6
Occupation of family head:									
Professional, executive.....	25.2	29.6	25.6	3.9	4.7	4.2	6.2	7.2	7.4
Clerical, sales, service.....	23.2	28.5	27.6	4.2	4.9	4.1	5.4	5.9	6.2
Craftsman, foreman.....	24.7	28.3	26.9	3.8	4.3	3.6	5.2	4.9	4.8
Laborers, operative.....	24.3	26.7	25.9	4.0	4.4	4.0	5.6	5.8	5.7
Farmer.....	19.0	22.8	21.5	4.6	3.9	4.4	5.4	4.3	6.2
Unclassified.....	30.0	34.8	30.5	4.2	5.4	5.2	6.0	6.5	7.7
Presence of children:									
No children.....	26.0	30.7	28.0	3.7	4.7	4.3	5.1	5.5	5.8
5 years and under.....	18.2	21.8	22.8	4.2	4.1	3.5	5.7	5.5	5.6
6-12 years.....	21.8	27.7	22.1	4.4	4.5	4.2	5.8	5.4	6.0
13-20 years.....	23.5	27.9	28.7	4.3	4.5	4.0	5.9	5.0	6.1
Multiple age groups.....	24.9	26.9	25.4	4.6	5.3	4.9	6.7	7.6	7.7
Age of housewife:									
Under 35 years.....	22.3	24.2	23.0	4.0	4.9	3.9	5.2	6.4	6.2
35-44 years.....	23.1	26.6	24.6	4.2	4.4	4.2	6.2	6.0	6.2
45 years and over.....	25.7	30.8	28.4	4.1	4.8	4.4	5.7	5.7	6.4
Size of family:									
1 and 2 members.....	25.7	31.3	28.8	3.6	4.5	4.2	5.0	5.4	5.6
3 members.....	23.2	28.5	26.2	4.4	4.4	3.8	5.6	4.9	5.2
4 and 5 members.....	22.4	24.5	23.6	4.2	4.8	4.2	5.3	6.2	6.5
6 or more members.....	26.1	29.1	27.2	5.2	6.0	5.5	8.8	9.0	9.7

Table 8.--Nonfat dry milk: Percentage of families buying, frequency of purchase, and volume per buying family, by place of residence, April-September 1954, 1955, and 1957

Place of residence	Percentage of all families buying			Purchases per buying family					
				Number			Volume		
	1954	1955	1957	1954	1955	1957	1954	1955	1957
	Percent	Percent	Percent	Number	Number	Number	Pounds	Pounds	Pounds
United States.....	24.1	28.3	26.5	4.1	4.7	4.2	5.7	5.9	6.3
Regions:									
Northeast.....	25.3	29.5	27.7	3.5	4.3	4.1	4.8	5.3	5.4
South.....	29.0	31.8	31.4	5.1	6.1	5.2	6.7	7.5	7.4
North Central.....	17.7	22.2	21.9	3.7	4.5	3.9	4.6	5.2	5.6
Mountain-Southwest.....	25.9	27.6	25.7	4.9	4.3	4.0	7.4	6.0	6.9
Pacific.....	27.0	34.6	28.3	3.8	4.2	3.8	5.9	5.9	6.6
Size of community:									
Farm.....	21.0	23.2	23.4	3.8	4.5	5.1	4.9	5.4	7.4
Under 2,500.....	29.0	33.1	29.3	4.3	4.6	5.2	5.8	5.4	7.2
2,500 to 50,000.....	28.6	33.4	29.9	3.6	4.4	3.8	5.4	5.7	6.1
50,000 to 500,000.....	26.3	29.9	29.7	4.5	5.4	3.8	6.1	6.7	5.8
500,000 and over.....	19.2	24.7	21.9	4.0	4.2	4.3	5.7	5.8	6.1

Table 9.--Butter: Household purchases per 1,000 capita, by family characteristics, April-September 1947 and 1953-57

Family characteristics	Purchases per 1,000 capita					
	1947	1953	1954	1955	1956	1957
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Family income:						
Upper.....	3,811	2,661	2,846	3,088	3,139	3,094
Upper middle.....	3,523	2,438	2,444	2,451	2,542	2,429
Lower middle.....	3,313	2,021	2,221	2,264	2,304	2,244
Lower.....	2,645	1,887	1,911	2,035	2,087	2,211
Education of family head:						
Grammar school.....	3,236	2,383	2,378	2,471	2,565	2,500
Some high school.....	3,400	2,168	2,269	2,440	2,486	2,526
Some college.....	3,725	2,224	2,460	2,513	2,518	2,451
Occupation of family head:						
Professional, executive.....	4,195	2,477	2,578	2,907	2,876	2,790
Clerical, sales, service.....	3,911	2,358	2,577	2,670	2,688	2,787
Craftsman, laborer.....	3,516	2,152	2,273	2,348	2,411	2,350
Farmer.....	2,322	2,211	2,014	2,125	2,210	2,263
Unclassified.....	3,401	2,341	2,549	2,657	2,759	2,684
Presence of children:						
No children.....	4,444	3,230	3,417	3,585	3,681	3,625
5 years and under.....	2,801	2,465	2,150	2,058	2,269	2,232
6-12 years.....	3,622	2,333	2,391	2,711	2,652	2,551
13-20 years.....	3,378	2,357	2,421	2,663	2,773	2,805
Multiple age groups.....	2,615	1,441	1,556	1,546	1,565	1,596
Age of housewife:						
Under 35 years.....	2,783	1,551	1,670	1,637	1,769	1,730
35-44 years.....	3,259	2,066	2,253	2,304	2,234	2,267
45 years and over.....	3,931	2,831	2,986	3,126	3,207	3,156
Size of family:						
1 and 2 members.....	4,935	3,331	3,399	3,604	3,681	3,684
3 members.....	4,012	2,679	2,671	2,997	3,117	2,901
4 and 5 members.....	3,146	2,187	2,209	2,244	2,288	2,294
6 or more members.....	2,272	1,160	1,233	1,202	1,245	1,323

Table 10.--Butter: Household purchases per 1,000 capita, by place of residence, April-September 1947 and 1953-57

Place of residence	Purchases per 1,000 capita					
	1947	1953	1954	1955	1956	1957
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
United States.....	3,370	2,281	2,352	2,467	2,528	2,503
Region:						
Northeast.....	4,278	3,267	3,304	3,379	3,410	3,411
South.....	1,016	609	664	663	712	718
North Central.....	4,726	3,078	3,394	3,626	3,689	3,625
Mountain-Southwest.....	1,885	972	905	1,045	1,025	1,087
Pacific.....	2,861	2,140	2,339	2,476	2,721	2,542
Size of community ^{1/} :						
Farm.....	2,317	1,946	1,562	1,766	1,859	1,856
Under 2,500.....	--	1,705	1,749	1,881	1,967	1,915
Under 10,000.....	3,426	--	--	--	--	--
2,500 to 50,000.....	--	2,142	2,363	2,443	2,547	2,448
10,000 to 100,000.....	3,889	--	--	--	--	--
50,000 to 500,000.....	--	1,959	2,024	2,086	2,112	2,113
100,000 to 500,000.....	2,834	--	--	--	--	--
500,000 and over.....	4,264	3,033	3,289	3,378	3,413	3,388

^{1/} Data for 1947 not comparable with 1953-57 data because of changes in certain community sizes as defined by the Bureau of the Census.

Table 11.--Butter: Percentage of all families buying, by family characteristics, April-September 1947 and 1953-57

Family characteristics	Percentage of all families buying					
	1947	1953	1954	1955	1956	1957
	Percent	Percent	Percent	Percent	Percent	Percent
Family income:						
Upper.....	79.2	66.2	55.9	60.9	66.5	67.1
Upper middle.....	72.4	59.2	51.7	57.0	59.1	57.3
Lower middle.....	70.0	56.4	61.5	57.2	56.2	55.4
Lower.....	61.2	52.7	50.8	51.5	50.7	48.0
Education of family head:						
Grammar school.....	66.5	56.1	52.1	53.1	54.4	59.1
Some high school.....	72.0	59.2	55.8	57.4	58.5	51.7
Some college.....	79.9	64.0	60.9	65.1	67.9	64.3
Occupation of family head:						
Professional, executive.....	85.7	64.8	64.4	68.4	71.3	59.7
Clerical, sales, service.....	80.0	61.1	57.3	62.0	62.5	66.4
Craftsman, laborer.....	76.5	59.4	56.9	58.0	59.2	60.6
Farmer.....	40.8	38.8	34.7	35.8	42.2	43.9
Unclassified.....	72.5	56.6	51.2	51.8	49.0	45.1
Presence of children:						
No children.....	74.3	62.3	57.5	57.1	56.6	54.3
5 years and under.....	69.8	61.7	59.3	64.0	69.2	74.8
6-12 years.....	71.3	60.3	54.1	54.5	61.8	62.2
13-20 years.....	68.2	55.6	53.5	56.1	60.1	54.9
Multiple age groups.....	66.2	51.0	49.6	54.3	54.6	55.5
Age of housewife:						
Under 35 years.....	69.1	51.3	51.6	55.8	57.3	62.0
35-44 years.....	70.5	61.2	56.8	58.9	60.6	57.8
45 years and over.....	72.0	60.0	55.8	55.9	57.2	54.8
Size of family:						
1 and 2 members.....	74.3	61.8	57.1	57.5	55.3	53.2
3 members.....	71.5	59.2	55.9	55.8	62.5	60.6
4 and 5 members.....	70.8	59.2	56.0	60.5	62.3	62.1
6 or more members.....	61.1	44.4	43.7	45.2	48.2	48.9

Table 12.--Butter: Percentage of all families buying, by place of residence, April-September 1947 and 1953-57

Place of residence	Percentage of all families buying					
	1947	1953	1954	1955	1956	1957
	Percent	Percent	Percent	Percent	Percent	Percent
United States.....	70.7	58.6	54.9	56.6	58.1	56.9
Region:						
Northeast.....	87.0	74.0	71.8	73.6	74.5	72.8
South.....	37.4	34.5	29.0	29.3	29.9	28.4
North Central.....	82.5	67.7	66.8	69.4	69.8	67.6
Mountain-Southwest.....	49.3	35.2	31.8	33.7	34.7	33.3
Pacific.....	70.8	60.1	59.7	61.0	62.9	64.0
Size of community ^{1/} :						
Farm.....	40.5	37.1	30.8	31.5	35.7	36.0
Under 2,500.....	--	48.9	46.1	47.4	47.1	47.8
Under 10,000.....	68.9	--	--	--	--	--
2,500 to 50,000.....	--	54.4	54.1	56.8	57.7	55.8
10,000 to 100,000.....	77.0	--	--	--	--	--
50,000 to 500,000.....	--	59.2	55.0	55.5	58.8	55.3
100,000 to 500,000.....	80.5	--	--	--	--	--
500,000 and over.....	87.8	74.0	73.5	76.8	77.0	76.2

^{1/} Data for 1947 not comparable with 1953-57 data because of changes in certain community sizes as defined by the Bureau of the Census.

Table 13.--Butter: Frequency of purchase and volume of purchases per buying family, by family characteristics, April-September 1953-57

Family characteristics	Purchases per buying family									
	Number					Volume				
	1953	1954	1955	1956	1957	1953	1954	1955	1956	1957
	Number	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds	Pounds
Family income:										
Upper.....	14.0	16.1	15.6	14.4	14.1	15.6	18.6	18.0	17.0	16.8
Upper middle.....	13.4	14.9	13.7	13.9	13.9	14.9	16.6	15.4	15.3	15.1
Lower middle.....	12.9	11.6	13.0	13.4	12.8	12.8	12.4	13.7	14.2	13.8
Lower.....	11.1	10.7	11.3	11.4	12.4	9.7	10.5	11.1	11.2	12.6
Education of family head:										
Grammar school.....	13.3	13.1	13.4	13.4	11.8	14.8	15.4	15.7	15.7	14.1
Some high school.....	12.9	13.0	13.6	13.4	15.1	12.7	13.5	14.2	14.3	16.3
Some college.....	11.9	12.7	12.3	11.9	12.2	11.2	17.7	12.2	11.8	12.0
Occupation of family head:										
Professional, executive.....	13.0	12.4	13.5	12.7	14.6	13.4	12.8	13.7	13.0	15.2
Clerical, sales, service.....	13.1	13.5	13.2	13.0	12.6	12.4	13.2	12.8	12.7	12.4
Craftsman, foreman.....	14.0	14.4	14.8	15.3	13.3	14.5	15.2	15.6	16.4	14.4
Laborers, operative.....	12.6	12.8	13.3	12.9	13.1	12.7	13.4	14.0	13.7	14.0
Farmer.....	13.5	13.2	12.9	11.2	10.8	22.1	21.8	23.2	20.7	20.5
Unclassified.....	11.3	12.0	12.9	13.6	14.1	10.0	11.6	11.6	12.8	13.6
Presence of children:										
No children.....	11.8	12.4	13.2	13.3	13.5	11.3	12.2	13.0	13.4	13.6
5 years and under.....	13.6	13.1	12.0	12.2	10.9	13.7	13.2	11.9	12.3	11.2
6-12 years.....	14.7	15.1	16.9	14.2	13.8	15.8	16.5	18.2	15.6	14.9
13-20 years.....	14.8	14.5	14.7	14.6	15.6	17.2	15.9	17.0	16.4	18.0
Multiple age groups.....	13.3	14.0	13.1	13.1	13.0	14.9	17.4	16.1	16.3	16.3
Age of housewife:										
Under 35 years.....	12.0	12.3	11.7	12.2	11.2	11.8	12.8	12.2	13.0	11.8
35-44 years.....	13.6	13.7	13.9	13.0	13.5	14.4	15.8	15.9	15.1	16.2
45 years and over.....	12.8	13.1	13.8	13.6	13.8	13.4	14.1	14.8	14.7	14.9
Size of family:										
1 and 2 members.....	11.1	11.8	12.5	12.9	13.2	9.8	11.0	11.5	12.2	12.6
3 members.....	13.8	14.1	15.3	14.4	13.9	14.1	14.3	16.1	15.0	14.4
4 and 5 members.....	14.5	15.4	14.5	14.4	14.2	16.2	17.3	16.3	16.2	16.2
6 or more members.....	13.6	13.8	13.8	12.7	13.3	17.7	20.1	19.2	18.5	19.2

Table 14.--Butter: Frequency of purchase and volume of purchases per buying family, by place of residence, April-September 1953-57

Place of residence	Purchases per buying family									
	Number					Volume				
	1953	1954	1955	1956	1957	1953	1954	1955	1956	1957
	Number	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds	Pounds
United States.....	12.9	13.0	13.3	13.1	13.2	13.4	14.2	14.5	14.4	14.5
Region:										
Northeast.....	15.5	14.8	15.0	14.6	14.8	15.2	14.8	14.9	14.9	15.1
South.....	8.1	10.3	10.1	10.3	10.7	6.7	8.7	8.7	9.1	9.6
North Central.....	13.1	13.1	13.2	13.4	13.6	15.3	16.4	16.7	16.9	17.2
Mountain-Southwest.....	9.1	8.8	9.8	9.1	10.1	9.1	9.3	10.1	9.6	10.6
Pacific.....	10.7	11.1	11.5	12.0	10.9	11.3	11.5	11.8	12.6	11.6
Size of community:										
Farm.....	13.0	11.9	13.3	12.1	11.9	20.4	19.6	22.2	20.8	20.5
Under 2,500.....	11.1	11.1	11.8	12.7	12.2	12.2	12.7	13.3	14.0	13.5
2,500 to 50,000.....	12.5	12.7	12.1	12.0	11.9	13.0	14.1	13.6	13.8	13.7
50,000 to 500,000.....	11.2	11.4	11.8	11.2	11.6	11.0	11.8	12.1	11.6	12.3
500,000 and over.....	14.8	15.1	14.8	14.7	14.6	13.8	14.3	14.1	14.2	14.2

Table 15.--Butter: Average price paid per pound by householders, by family characteristics, April-September 1947 and 1953-57

Family characteristics	Average price paid					
	1947	1953	1954	1955	1956	1957
	Cents	Cents	Cents	Cents	Cents	Cents
Family income:						
Upper.....	73.1	74.8	66.2	67.1	68.4	69.9
Upper middle.....	73.3	74.6	66.1	66.7	68.5	70.5
Lower middle.....	73.5	74.7	65.4	66.4	68.1	69.9
Lower.....	73.2	75.4	66.9	67.2	68.9	70.2
Education of family head:						
Grammar school.....	73.3	74.2	65.8	66.4	68.2	69.5
Some high school.....	73.4	75.5	66.0	66.9	68.5	70.5
Some college.....	73.1	75.3	67.1	67.8	69.1	70.7
Occupation of family head:						
Professional, executive.....	73.8	75.5	66.6	67.5	68.9	70.8
Clerical, sales, service.....	73.5	75.0	67.0	67.9	69.3	70.9
Craftsman, laborer.....	73.5	75.0	66.2	66.9	68.6	70.3
Farmer.....	71.9	71.7	63.2	63.6	65.4	66.8
Unclassified.....	73.9	75.7	66.7	67.4	69.1	70.3
Presence of children:						
No children.....	73.1	74.8	66.5	67.3	69.0	70.5
5 years and under.....	74.1	74.8	66.4	66.9	68.7	70.5
6-12 years.....	73.3	74.9	65.7	66.5	67.8	70.2
13-20 years.....	73.2	75.0	65.8	66.7	68.0	70.2
Multiple age groups.....	73.4	74.6	65.6	66.2	67.5	69.2
Age of housewife:						
Under 35 years.....	73.9	75.1	66.1	66.6	68.2	70.3
35-44 years.....	73.2	75.1	65.9	66.6	68.0	69.5
45 years and over.....	73.0	74.5	66.2	67.1	68.8	70.3
Size of family:						
1 and 2 members.....	73.1	74.8	66.5	67.3	68.9	70.4
3 members.....	73.2	74.8	65.8	66.9	68.6	70.9
4 and 5 members.....	73.4	74.9	66.2	66.7	68.3	69.9
6 or more members.....	73.2	74.3	65.2	65.7	67.2	68.4

Table 16.--Butter: Average price paid per pound by householders, by place of residence, April-September 1947 and 1953-57

Place of residence	Average price paid					
	1947	1953	1954	1955	1956	1957
	Cents	Cents	Cents	Cents	Cents	Cents
United States.....	73.3	74.8	66.1	66.8	68.5	70.1
Region:						
Northeast.....	74.3	76.3	67.7	68.4	70.0	71.7
South.....	69.4	75.1	69.1	69.0	70.4	72.0
North Central.....	72.7	73.1	64.1	65.0	66.8	68.3
Mountain-Southwest.....	73.0	76.7	69.1	70.1	72.7	74.5
Pacific.....	76.4	74.3	64.9	65.9	66.5	68.7
Size of community 1/:						
Farm.....	71.9	72.6	62.8	63.6	65.7	67.1
Under 2,500.....	--	74.3	66.4	67.0	68.7	70.2
Under 10,000.....	72.6	--	--	--	--	--
2,500 to 50,000.....	--	73.6	65.5	66.3	67.2	69.2
10,000 to 100,000.....	73.1	--	--	--	--	--
50,000 to 500,000.....	--	75.4	66.0	67.0	69.1	70.9
100,000 to 500,000.....	73.1	--	--	--	--	--
500,000 and over.....	74.7	75.9	67.1	67.7	69.2	70.7

1/ Data for 1947 not comparable with 1953-57 data because of changes in certain community sizes as defined by the Bureau of the Census.

Table 17.--Butter and Margarine: Combined household purchases per capita, by family characteristics, April-September 1947, 1953, 1954, 1955, and 1957

Family characteristics	Purchases per capita ^{1/}				
	1947	1953	1954	1955	1957
	Pounds	Pounds	Pounds	Pounds	Pounds
Family income:					
Upper.....	5.7	5.9	6.0	6.5	6.5
Upper middle.....	5.8	6.3	5.8	6.0	6.2
Lower middle.....	5.5	5.8	5.7	6.0	6.0
Lower.....	5.2	6.2	5.7	6.0	6.3
Education of family head:					
Grammar school.....	5.3	6.0	5.7	6.0	6.0
Some high school.....	5.8	6.1	5.8	6.3	6.6
Some college.....	5.9	5.9	6.0	6.2	6.1
Occupation of family head:					
Professional, executive.....	6.5	6.0	6.2	6.4	6.5
Clerical, sales, service.....	6.2	6.3	6.2	6.6	6.2
Craftsman, laborer.....	6.3	6.0	5.7	6.0	6.0
Farmer.....	3.3	4.7	4.3	4.6	4.9
Unclassified.....	6.9	7.3	7.3	7.8	8.5
Presence of children:					
No children.....	7.3	7.9	8.0	8.4	8.6
5 years and under.....	4.7	5.6	4.9	4.8	5.0
6-12 years.....	5.9	5.6	5.7	6.2	6.2
13-20 years.....	5.4	6.3	6.1	6.4	6.9
Multiple age groups.....	4.4	4.7	4.2	4.5	4.6
Age of housewife:					
Under 35 years.....	4.6	4.6	4.4	4.5	4.6
35-44 years.....	5.5	5.3	5.4	5.6	5.6
45 years and over.....	6.5	7.3	7.2	7.6	7.8
Size of family:					
1 and 2 members.....	8.3	8.4	8.2	8.7	8.8
3 members.....	6.4	6.7	6.3	6.8	6.9
4 and 5 members.....	5.2	5.5	5.2	5.5	5.5
6 or more members.....	4.0	4.3	3.7	4.0	4.2

^{1/} Computed from unrounded figures.

Table 18.--Butter and Margarine: Combined household purchases per capita, by place of residence, April-September 1947, 1953, 1954, 1955, and 1957

Place of residence	Purchases per capita ^{1/}				
	1947	1953	1954	1955	1957
	Pounds	Pounds	Pounds	Pounds	Pounds
United States.....	5.6	6.0	5.8	6.1	6.3
Region:					
Northeast.....	6.7	6.9	6.8	7.0	7.0
South.....	2.5	3.9	3.5	4.0	4.3
North Central.....	6.8	6.6	6.6	6.9	7.2
Mountain-Southwest.....	4.2	5.5	4.8	5.4	5.5
Pacific.....	6.6	7.3	7.1	7.5	7.1
Size of community ^{2/} :					
Farm.....	3.3	4.7	3.7	4.3	4.8
Under 2,500.....	--	6.1	5.5	6.3	6.6
Under 10,000.....	6.1	--	--	--	--
2,500 to 50,000.....	--	6.5	6.4	6.6	6.8
10,000 to 100,000.....	6.5	--	--	--	--
50,000 to 500,000.....	--	6.0	6.0	6.3	6.4
100,000 to 500,000.....	6.2	--	--	--	--
500,000 and over.....	6.6	6.5	6.4	6.6	6.5

^{1/} Computed from unrounded figures.

^{2/} Data for 1947 not comparable with 1953-57 data because of changes in certain community sizes as defined by the Bureau of the Census.

Table 19.--Margarine: Household purchases per capita and percentage of all families buying, by family characteristics, April-September 1947, 1953, 1954, 1955, and 1957

Family characteristics	Purchases per 1,000 capita					Percentage of all families buying				
	1947	1953	1954	1955	1957	1947	1953	1954	1955	1957
	Pounds	Pounds	Pounds	Pounds	Pounds	Percent	Percent	Percent	Percent	Percent
Family income:										
Upper.....	1,936	3,283	3,106	3,380	3,373	57.2	76.4	64.9	73.9	74.3
Upper middle.....	2,243	3,818	3,337	3,574	3,797	58.7	79.5	73.1	78.8	80.4
Lower middle.....	2,205	3,747	3,467	3,716	3,794	55.8	78.6	85.0	79.9	81.9
Lower.....	2,536	4,291	3,777	3,977	4,117	59.6	78.7	80.0	78.7	77.9
Education of family head:										
Grammar school.....	2,109	3,652	3,283	3,498	3,528	53.4	75.1	72.0	74.2	76.2
Some high school.....	2,390	3,886	3,546	3,869	4,058	62.2	81.5	78.9	80.9	80.2
Some college.....	2,185	3,715	3,546	3,662	3,626	61.9	80.6	81.0	81.5	80.3
Occupation of family head:										
Professional, executive.....	2,290	3,520	3,629	3,542	3,721	63.6	79.3	80.3	80.9	80.9
Clerical, sales, service.....	2,330	3,904	3,652	3,912	3,456	61.3	81.4	78.1	82.0	80.0
Craftsman, laborer.....	2,795	3,818	3,386	3,651	3,667	66.9	79.6	78.5	80.0	80.7
Farmer.....	972	2,531	2,307	2,524	2,614	32.2	60.2	56.0	58.4	60.5
Unclassified.....	3,524	4,986	4,781	5,122	5,802	66.2	81.4	81.2	83.3	82.2
Presence of children:										
No children.....	2,898	4,700	4,603	4,810	4,968	58.0	76.5	75.3	76.0	78.2
5 years and under.....	1,870	3,121	2,702	2,744	2,721	59.2	76.7	74.5	84.6	80.4
6-12 years.....	2,300	3,250	3,278	3,463	3,665	58.9	82.1	80.4	74.6	80.1
13-20 years.....	2,040	3,918	3,726	3,772	4,057	56.6	78.4	78.5	77.3	78.4
Multiple age groups.....	1,808	3,227	2,676	2,998	3,034	57.0	80.7	74.6	80.2	78.4
Age of housewife:										
Under 35 years.....	1,769	3,026	2,695	2,842	2,852	55.9	78.1	78.7	84.5	81.0
35-44 years.....	2,238	3,274	3,124	3,308	3,354	57.7	78.0	72.9	75.3	77.4
45 years and over.....	2,526	4,490	4,243	4,431	4,618	59.3	78.6	76.0	76.2	78.3
Size of family:										
1 and 2 members.....	3,319	5,075	4,819	5,085	5,149	58.7	76.5	75.5	77.6	78.9
3 members.....	2,340	4,004	3,614	3,782	4,010	56.8	78.7	77.8	78.3	79.2
4 and 5 members.....	2,048	3,300	2,993	3,216	3,249	58.0	79.5	75.6	77.7	77.2
6 or more members.....	1,683	3,170	2,484	2,776	2,924	57.1	80.3	74.4	78.0	80.2

Table 20.--Margarine: Household purchases per capita and percentage of all families buying, by place of residence, April-September 1947, 1953, 1954, 1955, and 1957

Place of residence	Purchases per 1,000 capita					Percentage of all families buying				
	1947	1953	1954	1955	1957	1947	1953	1954	1955	1957
	Pounds	Pounds	Pounds	Pounds	Pounds	Percent	Percent	Percent	Percent	Percent
United States.....	2,207	3,745	3,423	3,658	3,762	57.8	78.3	76.0	77.8	78.6
Region:										
Northeast.....	2,431	3,593	3,513	3,600	3,579	59.9	74.0	75.1	75.3	76.2
South.....	1,509	3,259	2,843	3,328	3,595	46.6	78.2	74.3	79.0	84.3
North Central.....	2,072	3,542	3,205	3,248	3,545	56.4	76.6	72.2	71.6	72.5
Mountain-Southwest.....	2,365	4,497	3,872	4,383	4,393	61.1	89.2	82.4	86.2	88.0
Pacific.....	3,750	5,174	4,716	5,060	4,592	75.4	84.7	83.6	87.7	81.7
Size of community 1/:										
Farm.....	967	2,734	2,147	2,530	2,938	31.8	64.5	55.9	59.1	66.9
Under 2,500.....	--	4,402	3,795	4,380	4,645	--	80.8	81.6	84.0	84.7
Under 10,000.....	2,682	--	--	--	--	62.6	--	--	--	--
2,500 to 50,000.....	--	4,372	4,042	4,186	4,322	--	85.8	82.4	83.3	83.4
10,000 to 100,000.....	2,645	--	--	--	--	66.0	--	--	--	--
50,000 to 500,000.....	--	4,025	3,989	4,207	4,262	--	85.0	83.9	86.8	85.0
100,000 to 500,000.....	3,387	--	--	--	--	76.7	--	--	--	--
500,000 and over.....	2,320	3,425	3,152	3,191	3,079	62.1	74.8	74.3	74.7	73.6

1/ Data for 1947 not comparable with 1953-57 data because of changes in certain community sizes as defined by the Bureau of the Census.

Table 21.--Margarine: Frequency of purchase and volume of purchases per buying family, by family characteristics, April-September 1953, 1954, 1955, and 1957

Family characteristics	Purchases per buying family							
	Number				Volume			
	1953	1954	1955	1957	1953	1954	1955	1957
	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds
Family income:								
Upper.....	11.8	11.9	10.4	10.2	17.0	17.5	16.2	16.5
Upper middle.....	12.1	10.7	10.4	10.7	17.8	16.1	16.3	16.8
Lower middle.....	11.9	9.7	10.3	10.2	17.4	14.0	16.1	15.8
Lower.....	11.1	9.7	10.1	9.9	15.1	13.2	14.2	14.4
Education of family head:								
Grammar school.....	11.8	10.5	10.4	9.9	17.3	15.4	15.9	15.4
Some high school.....	12.0	10.4	10.4	10.9	16.9	14.9	16.0	16.9
Some college.....	11.1	9.8	9.6	9.6	15.2	13.8	14.2	14.2
Occupation of family head:								
Professional, executive.....	11.7	10.4	9.6	9.9	15.9	14.4	14.1	14.9
Clerical, sales, service.....	11.4	9.9	9.8	9.0	15.8	13.7	14.1	12.8
Craftsman, foreman.....	12.1	10.7	11.3	11.1	18.0	15.7	17.4	17.2
Laborers, operative.....	12.8	10.2	10.1	10.1	19.1	15.1	16.2	16.0
Farmer.....	10.8	10.3	10.5	9.8	16.6	15.5	16.9	17.2
Unclassified.....	10.8	9.9	9.9	10.7	15.1	13.8	14.2	16.1
Presence of children:								
No children.....	10.3	9.3	9.4	9.2	13.7	12.5	13.1	12.9
5 years and under.....	11.1	9.8	8.1	8.6	14.2	13.2	12.0	12.8
6-12 years.....	11.7	11.0	11.5	11.1	16.6	15.2	16.9	16.6
13-20 years.....	13.9	11.4	11.2	11.6	20.7	16.7	17.5	18.2
Multiple age groups.....	13.6	12.8	12.8	12.8	21.6	19.9	21.1	21.9
Age of housewife:								
Under 35 years.....	11.1	9.6	9.3	9.8	15.5	13.5	14.0	14.9
35-44 years.....	12.4	11.4	11.3	10.9	18.3	17.1	17.9	17.9
45 years and over.....	11.6	10.3	10.3	10.1	16.6	14.7	15.4	15.3
Size of family:								
1 and 2 members.....	9.8	9.1	9.0	8.7	12.4	11.8	12.1	11.9
3 members.....	11.6	10.3	10.2	10.3	16.2	13.9	14.5	15.2
4 and 5 members.....	12.7	11.9	11.8	11.9	18.5	17.4	18.2	18.5
6 or more members.....	15.6	13.9	13.9	13.8	27.3	23.8	25.6	25.8

Table 22.--Margarine: Frequency of purchase and volume of purchases per buying family, by place of residence, April-September 1953, 1954, 1955, and 1957

Place of residence	Purchases per buying family							
	Number				Volume			
	1953	1954	1955	1957	1953	1954	1955	1957
	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds
United States.....	11.3	10.4	10.2	10.2	16.5	14.9	15.6	15.8
Region:								
Northeast.....	11.8	10.6	10.2	9.7	17.0	15.0	15.5	15.1
South.....	12.4	11.1	12.0	11.7	16.1	14.5	16.2	16.3
North Central.....	11.1	10.0	9.4	9.9	15.9	14.3	14.5	15.7
Mountain-Southwest.....	12.2	10.9	11.4	10.9	17.0	15.4	16.5	16.2
Pacific.....	11.7	9.8	9.2	9.0	19.8	16.6	16.8	16.4
Size of community:								
Farm.....	10.9	9.7	10.7	10.6	16.9	14.8	17.0	17.4
Under 2,500.....	13.3	10.5	11.3	11.8	19.4	15.6	17.5	18.5
2,500 to 50,000.....	12.1	11.3	10.6	10.6	17.3	15.9	16.0	16.2
50,000 to 500,000.....	11.5	10.9	10.3	10.5	16.1	15.2	15.6	16.1
500,000 and over.....	11.2	10.0	9.2	8.9	15.8	13.5	13.7	13.4

Table 23.--Margarine: Average price paid per pound by householders, by family characteristics, April-September, 1947, 1953, 1954, 1955, and 1957

Family characteristics	Average price paid				
	1947	1953	1954	1955	1957
	Cents	Cents	Cents	Cents	Cents
Family income:					
Upper.....	40.8	26.1	27.0	25.1	26.8
Upper middle.....	40.2	26.1	26.2	24.6	26.2
Lower middle.....	40.1	26.1	26.4	24.5	25.9
Lower.....	40.7	26.3	27.0	25.4	26.4
Education of family head:					
Grammar school.....	40.5	26.4	27.0	25.2	26.4
Some high school.....	40.5	25.9	26.4	24.7	26.4
Some college.....	40.3	25.7	26.3	24.5	26.1
Occupation of family head:					
Professional, executive.....	40.7	26.1	26.6	24.9	26.6
Clerical, sales, service.....	40.2	26.2	26.4	24.9	27.1
Craftsman, laborer.....	40.2	26.1	26.7	24.8	26.3
Farmer.....	41.4	26.8	26.7	25.3	25.8
Unclassified.....	40.4	25.9	26.8	25.2	25.8
Presence of children:					
No children.....	40.5	25.9	27.0	25.4	27.0
5 years and under.....	40.0	26.5	27.0	24.2	26.8
6-12 years.....	40.6	25.9	26.7	25.1	25.9
13-20 years.....	40.7	27.0	26.8	24.9	26.6
Multiple age groups.....	40.3	25.9	26.0	24.4	25.3
Age of housewife:					
Under 35 years.....	39.8	25.9	26.2	24.2	25.9
35-44 years.....	40.5	25.9	26.4	24.6	25.6
45 years and over.....	40.7	26.4	27.0	25.4	26.8
Size of family:					
1 and 2 members.....	40.6	26.0	27.1	25.4	27.1
3 members.....	40.4	26.2	27.0	24.9	26.7
4 and 5 members.....	40.2	26.0	26.3	24.7	26.0
6 or more members.....	40.8	26.5	26.1	24.3	25.2

Table 24.--Margarine: Average price paid per pound by householders, by place of residence, April-September, 1947, 1953, 1954, 1955, and 1957

Place of residence	Average price paid				
	1947	1953	1954	1955	1957
	Cents	Cents	Cents	Cents	Cents
United States.....	40.4	26.1	26.6	24.9	26.3
Region:					
Northeast.....	39.7	26.8	27.7	26.2	27.7
South.....	41.8	26.0	26.3	24.7	25.2
North Central.....	40.3	27.3	27.5	25.6	27.4
Mountain-Southwest.....	42.0	26.2	25.7	23.6	25.0
Pacific.....	39.8	23.3	24.0	22.5	24.5
Size of community ^{1/} :					
Farm.....	41.3	27.0	27.4	25.8	26.1
Under 2,500.....	--	27.4	27.3	25.5	26.6
Under 10,000.....	41.3	--	--	--	--
2,500 to 50,000.....	--	26.3	26.8	24.5	26.0
10,000 to 100,000.....	39.7	--	--	--	--
50,000 to 500,000.....	--	25.3	25.6	24.1	25.8
100,000 to 500,000.....	40.3	--	--	--	--
500,000 and over.....	39.5	25.5	26.9	25.3	27.0

^{1/} Data for 1947 not comparable with 1953-57 data because of changes in certain community sizes as defined by the Bureau of the Census.

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